

YouthLead Platform for the USAID Youth Coordinator's Office



Project Title	YouthLead Platform for the USAID Youth Coordinator's Office
Project Summary	Seeking two energetic and driven interns to help the USAID Youth Coordinator's office create and disseminate engaging and innovative content on the new YouthLead online platform, support the design and testing of the platform, and engage on related social media. YouthLead is a new global platform.
Country	United States

Project Description

Building on the success of the USAID-funded YouthPower.org knowledge hub, the USAID Youth Coordinator's office in partnership with YouthPower Learning is developing a companion site for young changemakers: YouthLead. This multilingual site can reach youth across the globe and connect them to the people, opportunities, and tools that will help them achieve their goals and dreams. YouthPower.org and its youth-focused companion site, YouthLead, can connect partners with young changemakers and other stakeholders to increase the agenda of young people and promising solutions. YouthLead will enable young changemakers to connect with each other, access resources and events, and engage with funders, partners, and youth program implementers. The first phase of the platform is expected to launch in August 2018.

We are seeking Youth Engagement Consultants with an interest in communications and social media as well as in programs, services, and policies that support the well-being of youth. We have a strengths-based vision for youth that acknowledges the importance of pathways to opportunity and meaningful connections. We emphasize that young people have potential to thrive, while acknowledging where they may face particular challenges and could benefit from particular types of supports. Ideal candidates will share this vision. There are a number of projects that may be assigned, including:

Researching and drafting web content for youth and youth-led organizations. Examples include creating:

- Updating platform content including social media, resources, event, and engagement
- Highlights of youth leaders and youth-led organizations
- Platform design support

Researching, recommending, and implementing improvements to the platform and related social media.

Examples include:

- Identifying and testing new tools and strategies for engaging young people via social media platforms
- Reviewing web analytics data to identify opportunities to better serve youth and youth-serving organizations online
- Creating and testing new content types for the web and social media, including building out prototypes of content and conducting usability tests on different content types. Content types may include video, photo, text-based, or other ideas.

Carrying out outreach and collecting feedback from networks of young leaders and youth-led organizations in order to identify lessons learned for increased usage and engagement with the platform.

Required Skills or Interests

Skill(s)

Analytical writing

Coding

Data visualization

Design thinking

Editing and proofreading

Graphic design

Marketing

Social media management

Software development

Storytelling/blogging/vlogging

Website design

Additional Information

Required Skills or Interests

Skills:

- Experience developing and implementing social media, digital communication strategy, and writing substantive content for the web. Prior web content writing experience strongly preferred. Experience communicating research to practitioners in prior writing.
- Strong organizational and interpersonal skills for networking and partnership development.
- Ability to work both independently and collaboratively on assigned tasks in a virtual environment.
- Ability to meet deadlines and produce quality work.
- Familiarity with word processing, spreadsheet, and/or database software.

- Ability and interest in learning and using a variety of communication-focused technologies website content management systems such as Drupal.
- Ability to use Facebook Insights and Google Analytics.
- Strong social network skills on platforms such as Facebook, Twitter, and Instagram.
- Comfort using Google Docs and other online collaboration tools.

Interests:

- Youth who are at risk and related topic areas, including positive youth development.
- Using social media to engage youth in positive change.
- Capacity development of youth-led organizations and youth leadership

Additional Information:

Interns in bachelors and graduate programs are welcome, including those in a field of study related to topics of interest to USAID or with an interest in such topics. Visit youthpower.org for a list of topics of interest to the Youth Coordinator's office at USAID.

Language Requirements

None